THE SEVEN PILLARS OF GROWTH
A ROAD MAP TO SERVE MORE PATIENTS AND GROW
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MOST ORGANIZATIONS WANT TO GROW...
BUT MOST ORGANIZATIONS ARE NOT WILLING TO DO WHAT IS NECESSARY TO GROW.

THE DAYS OF MUFFIN MARKETING ARE OVER
• The way marketing use to be:
  ➢ Feeding physicians office.
  ➢ Doing “milk runs”
  ➢ Handing out chachkies.
  ➢ Doing health expo’s
THE "PILLARS"

1. A Culture of Growth
2. A Strong Referral Inquiry to Admission Conversion Rate
3. "Happy Feet On The Street": Professional Sales
4. Maximizing your Medical Director/Staff investment
5. Segment Based Marketing/Sales
6. Internet and Leader Generators
7. Social Media and Authority Building

#1 A CULTURE OF GROWTH

• It all starts here. The "goo" that holds the other Pillars together.
• It's about…
  1. Organizational excellence
  2. Leadership
  3. Best practices
• It's about creating a culture to serve more people, growth and improving performance.
CONTINUED... A CULTURE OF GROWTH

• The first step in this process is diagnosing whether you have either a strong or weak culture of growth.
• Understanding your current reality
  ➢ Quantitative
  ➢ Qualitative
• Complete a basic cultural assessment around mission and business objectives and their alignment.

#2 A STRONG REFERRAL INQUIRY TO ADMISSION CONVERSION RATE

• Why spend one more dollar to make the phone ring any more than it already is, if you can’t convert the referrals you have?
• Structure is liberating.
  ➢ Widen the top of the referral funnel. Does every one in the organization truly know what a referral is?
  ➢ Create and organize a pending list.
  ➢ Put your culture of growth to work.

A HOSPICE EXAMPLE

• 1% = 3 more patients served. Generating 195 DOC (days of care) x $150 = $29,250
• 2% = 6 more patients served. Generating 390 DOC x $150 = $58,500
• 3% = 9 more patients served. Generating 585 DOC x $150 = $87,750
• 4% = 12 more patients served. Generating 780 DOC x $150 = $117,000
• 5% = 15 more patients served. Generating 975 DOC x $150 = $146,250
• If this organization was able to achieve the Gold Standard of 85% (a 19% improvement) it would generate $555,750!
#3 “HAPPY FEET ON THE STREET:” PROFESSIONAL SALES

- It starts with hiring the right person. Many organizations make the wrong hire.
- Install a professional sales model.
  - 10 Daily visits
  - A Third/A third/A third
  - 7-step process
  - Weeding Your Garden

#4 MAXIMIZING YOUR MEDICAL DIRECTOR/STAFF INVESTMENT

- Hiring the right Medical Director(s) is a million dollar decision. The right Medical Director can not only enhance your program’s quality and reputation, he/she can be a key pillar in your growth strategy.
- Is your physician(s) willing to help the organization with its growth objectives?

#5 SEGMENT BASED MARKETING/SALES

- Slice and Dice
- There are many many segments to focus account development efforts on. But remember, all segments and accounts are not created equal.
- For example, in the personal care/private duty space, 5 segments that generate 13 qualified accounts can yield annually $3.0MM.
- The trick is to identify the best segments for you, and then qualify a set of accounts to drive referrals.
CONTINUED… SEGMENTS

- Hospitals
- Physician offices
- Elder Law Attorney
- Home Care
- Hospice
- Disease Management Organizations (many)
- Parish Nurses
- Assisted Living
- Skilled Nursing
- Rehab Programs
- Case Manager; especially auto
- Probate Officers
- Jewish Family Services
- Senior Resource Groups

EVERYONE WORKS THE “MIDDLE” IN THE HOSPITAL REFERRAL CHAIN

These are Case Managers, Discharge Planners and Social Workers. Others:

- CEO
- CFO
- Chief Nursing Officer (CNO)
- Chief Medical Officer/Medical Director
- Hospitalists
- Case managers
- Director of Case Management
- Utilization review
- Discharge planners
- Social workers
- Clinical unit managers/supervisors
- ICU supervisor
- ICU Medical Director
- Other Specialty Medical Directors
- Chaplains/spiritual care
- Emergency Room Director
- Marketing/public relations
- Community outreach department

CONTINUED…

- Dietician
- Business office
- Medical ethicist
- Ambulatory services
- Palliative care services
- Physician resident services
- Quality assurance/process improvement
- Medical staff secretary
- Volunteers
- Pharmacy Director
- Managed Care Director
- Director of Support Services
- Education Coordinator
- Other
#6 INTERNET AND LEADER GENERATORS

- Next to searching the internet for adult content, people search the internet for health resources and information.
- Where is the best place to hide a dead body?
- Leader Generators
  - A Place for Mom
  - Caring.com
  - Agingcare.com
  - Eldercare Link

#7 SOCIAL MEDIA AND AUTHORITY BUILDING

- The goal is to build community and your authority. Provide information, material and tools to the community.
- Become a community resource.
- Conduct workshops. Look for opportunities to partner.
- Build a strong well-rounded social media presence, i.e. Facebook, Twitter, LinkedIn.
- Write short 500-to-800 word blogs and articles.

FACEBOOK

For an effective Facebook page, it's important to post content consistently each day with a link to your website, hashtag usage, as well as visuals (pictures/videos).
TWITTER
With Twitter, the shorter the verbiage—the better. You only have 40 characters to work with. Always hashtag relevant words, and be sure to follow/tag others you work with!

BLOG
Blogging is a sure-fire way to become more of a go-to resource, build your online presence and credibility among followers on social media.

THE 7 PILARS OF GROWTH
By Kurt Kazianski, MS RN CHE
A SON’S JOURNEY: TAKING CARE OF MOM AND DAD

A resource guide for the adult family caregiver on caring for aging loved ones.
By Kurt Kazanowski

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